



Proclamation

Presented

In Recognition of the Year of the Aloha Shirt

WHEREAS, the Aloha Shirt is the symbol of the comfortable, casual, and picturesque lifestyle that is unique in Hawai'i, and became a 20th century innovation, due to the talents of two young local sisters, Ellery and Ethel Chun; and

WHEREAS, the Aloha Shirt became a state trademark in 1962 as a result of Hawai'i legislators adopting resolutions to approve that "aloha attire" could be worn, during the summer months, for the sake of comfort; and

WHEREAS, the Aloha Shirt was successfully promoted in 1964 by the Hawaiian Fashion Guide and its president, Bill Foster, Sr. who sponsored the first "Aloha Friday," which encouraged men to wear Aloha Shirts on the last business day of each week; and

WHEREAS, the Aloha Shirt was endorsed in 1966 by the Hawai'i legislature and the Hawaiian Chamber of Commerce with the "Aloha Friday" resolution; and

WHEREAS, the Aloha Shirt in its early years was made with traditional Japanese-style fabric, however, today; these shirts are made and designed in a wide variety of fabrics- cotton, rayon, silk, and polyester blends; and

WHEREAS, the Aloha Shirt's 75th Anniversary reminds us that the Hawaiian fashion business is a mainstay in our economy and one of Hawai'i's leading exports; and

WHEREAS, the Aloha Shirt's 75th Anniversary events and activities have been planned for May 7, 2011, and the remainder of the year, to raise awareness of the Aloha Shirt and Hawaiian Resort Wear, which has become known worldwide as a symbol of Hawai'i;

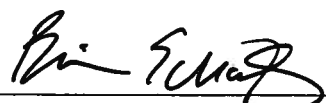
THEREFORE I, NEIL ABERCROMBIE, Governor, and I, BRIAN SCHATZ, Lieutenant Governor of the State of Hawai'i, do hereby proclaim the year 2011 as

"THE YEAR OF THE ALOHA SHIRT"

in Hawai'i and urge all the people of the Aloha State to join us in recognizing this special occasion in our State's rich history.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this fourth day of May, 2011.


NEIL ABERCROMBIE
Governor, State of Hawai'i


BRIAN SCHATZ
Lt. Governor, State of Hawai'i